



The Battle of Neighborhoods

New York: The City of Pizza

WEEK 4

Introduction

Although pizza originated in Naples, Italy many people associate the cosmopolitan metropolis of New York City with the dish. It is likely the case that the modern day version of New York style pizza was created by Italian immigrants in New York City at the turn of the 20th Century.

In a city known for its availability of high-quality and cheap pizza shops, we are curious to know more about neighborhood differences in pizza availability throughout the city.

Business Problem

If tourists wanted to sample local versions of pizza when visiting New York City what neighborhoods would be most efficient for trying different local shops?

Is it possible to use data to identify which neighborhoods offer the greatest availability of pizza?

Could a prospective pizza shop owner then use this data to identify neighborhoods with a surplus or lack of pizza shops?

Data

In order to use data science methodologies to identify the frequency of pizza shops by neighborhood several key pieces of data are required:

- Geographic data on neighborhoods of New York City (https://geo.nyu.edu/catalog/nyu_2451_34572)
- Data on existing restaurant and food service establishments in New York City (Foursquare API)
- Latitudinal and Longitudinal values for New York City (Geocoder)

Using this information neighborhood differences in the availability of pizza restaurants can be determined.